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TO: Distribution DATE: January 27, 1988

FROM: H. H. Foster

SUBJECT: 85mm Development

The following outlines procedures and timing for the development of a Virginia Slims 85mm product, agreed upon at our meeting last week. Our goal is to have a solid proposal, including advertising and packaging, for management review in August.

Step I - Mid-February

Receive results of social acceptability study (Interest in a cigarette made just for women).

Step II - Mid-March

Conduct Focus Groups with cross section of 85mm women smokers (Attitudes towards V.S., slim cigarettes, cigarettes made just for women, packaging).

Step III - April

Concept Development, Name Generation, Circumference Testing. Business Review 85mm segment.

Step IV - May

Creative Development

Step V - June

Quantitative testing of concepts (both line extension and Flanker) using QCCT methodology..

Step V - August

Analyse results of QCCT, prepare recommendation for management.

Needless to say, this will involve a tremendous amount of work for all involved, but it is important for future growth of Virginia Slims.

HHF/ss

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